CONTRACT



WISC-TV 7025 Raymond Road Madison, WI 53719 (608)271-4321

http://www.channel3000.com

And:

American Rambler Productions 138 Conant Street Beverly, MA 01915

	Contract / Rev	<u>vision</u>		Alt Order #	
	6087734	/		06087734	
Product					
ROMNEY FOR PRESIDEN	IT				
Contract Dates	Estimate #	3.000	113-4	20	
03/24/12 - 04/03/12					
Advertiser			Ori	ginal Date	/ Revision
Political Various			С	3/23/12	/ 03/23/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	roadcast		Cash
	Station	Accour	nt E	xecutive	Sales Office
	WISC-TV	Matthe	w N	lorten	HRP Washingto
	Special Hand	ling			
	Duplicate Invo	oice 2x			
	Demographic		10	0 44 (55)55	
	Adults 35+				
				#*	I
	IDB#	Advert	iser	Code	Product Code
	Agency Ref			Advertiser	Ref
	I			I	

		Spots/	To	tals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
N 1 WISC 03/26/12 03/30/12 News 3 This Morning Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 MTWTF 5	6-7am <u>Rate</u> \$200.00	:30	NM 5	\$1,000.00
N 2 WISC 04/02/12 04/03/12 News 3 This Morning Start Date End Date Weekdays Spots/Week Week: 04/02/12 04/08/12 MT 2	6-7am <u>Rate</u> \$200.00	:30	NM 2	\$400.00
N 3 WISC 04/02/12 04/03/12 M-F Early Show Start Date End Date Weekdays Spots/Week Week: 04/02/12 04/08/12 MT 4	7-9am <u>Rate</u> \$70.00	:30	NM 4	\$280.00
N 4 WISC 03/26/12 03/30/12 M-F Early Show Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 MTWTF 10	7-9am <u>Rate</u> \$70.00	:30	NM 10	\$700.00
N 5 WISC 04/02/12 04/03/12 M-F News Replay Start Date End Date Weekdays Spots/Week Week: 04/02/12 04/08/12 MT 2	9-930am <u>Rate</u> \$25.00	:30	NM 2	\$50.00
N 6 WISC 03/26/12 03/30/12 M-F News Replay Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 MTWTF 5	9-930am <u>Rate</u> \$25.00	:30	NM 5	\$125.00
N 7 WISC 03/26/12 03/30/12 Price is Right Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 MTWTF 5	10-11am <u>Rate</u> \$150.00	:30	NM 5	\$750.00
N 8 WISC 04/02/12 04/03/12 Price is Right Start Date End Date Weekdays Spots/Week Week: 04/02/12 04/08/12 MT 2	10-11am <u>Rate</u> \$150.00	:30	NM 2	\$300.00
N 9 WISC 04/02/12 04/03/12 News 3 at Noon Start Date End Date Weekdays Spots/Week Week: 04/02/12 04/08/12 MT 2	12-1230pm <u>Rate</u> \$150.00	:30	NM 2	\$300.00
N 10 WISC 03/26/12 03/30/12 News 3 at Noon Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 MTWTF 5	12-1230pm <u>Rate</u> \$150.00	:30	NM 5	\$750.00
N 11 WISC 04/02/12 04/02/12 Dr Phil Start Date End Date Weekdays Spots/Week	3-4pm <u>Rate</u>	:30	NM 1	\$90.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, national origin, or ancestry. We reserve the right not to accept all copy.



WISC-TV 7025 Raymond Road Madison, WI 53719 (608)271-4321

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	Contract / Revision	Alt Order #	
	6087734 /	06087734	
Contract Dates	Product	Estimate #	
03/24/12 - 04/03/12	ROMNEY FOR PRES	SID	

| <u>Advertiser</u> | <u>Original Date / Revision</u> | Political Various | 03/23/12 / 03/23/12

			Spots/			Tota	als
*Line Ch Start Date End Date Description	Start/End Time	Days Len	gth Week	Rate	TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 04/02/12 04/08/12 1 1	<u>Rate</u> \$90.00						_
N 12 WISC 03/26/12 03/30/12 Dr Phil	3-4pm		:30		NM	5	\$450.00
Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 MTWTF 5	<u>Rate</u> \$90.00						
N 13 WISC 04/02/12 04/02/12 Live at Five	5-530pm		:30		NM	2	\$600.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 04/02/1204/08/1222	<u>Rate</u> \$300.00						
N 14 WISC 03/26/12 03/28/12 Live at Five	5-530pm		:30		NM	6	\$1,800.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 03/26/1204/01/12MTW6	<u>Rate</u> \$300.00						
N 15 WISC 03/29/12 03/30/12 Live at Five	5-530pm		:30		NM	2	\$600.00
Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 TF 2	<u>Rate</u> \$300.00						
N 16 WISC 04/02/12 04/02/12 News 3 at 6	6-630pm		:30		NM	2	\$800.00
Start Date End Date Weekdays Spots/Week Week: 04/02/12 04/08/12 2 2	<u>Rate</u> \$400.00						
N 17 WISC 03/26/12 03/28/12 News 3 at 6	6-630pm		:30	C	NM	6	\$2,400.00
Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 MTW 6	<u>Rate</u> \$400.00						
N 18 WISC 03/29/12 03/30/12 News 3 at 6	6-630pm		:30		NM	2	\$800.00
Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12TF 2	<u>Rate</u> \$400.00						
N 19 WISC 04/02/12 04/02/12 Entertainment Tonight	630-7pm		:30		NM	1	\$400.00
Start Date End Date Weekdays Spots/Week Week: 04/02/12 04/08/12 1 1	<u>Rate</u> \$400.00						
N 20 WISC 03/26/12 03/30/12 Entertainment Tonight	630-7pm		:30		NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 MTWTF 5	<u>Rate</u> \$400.00						
N 21 WISC 04/02/12 04/02/12 News 3 at 10	10-1035pm		:30		NM	1	\$550.00
Start Date End Date Weekdays Spots/Week Week: 04/02/12 04/08/12 1 1	<u>Rate</u> \$550.00						
N 22 WISC 03/26/12 03/30/12 News 3 at 10	10-1035pm	-	:30		NM	5	\$2,750.00
Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 MTWTF 5	<u>Rate</u> \$550.00						
N 23 WISC 04/02/12 04/02/12 CBS Monday	8-9pm		:30		NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 04/02/12 04/08/12 1 1	<u>Rate</u> \$2,000.00				- 1		
Spot Ch Date Range Description	Start/End Time	Weekdays	Length	Rate	<u>Type</u>		
1 WISC 04/02/12-04/08/12 CBS Monday Credited	8-9pm	M	:30	\$ 2,000.00	NM		
N 24 WISC 03/26/12 03/26/12 CBS Monday	8-9pm		:30		NM	1	\$2,000.00
Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 1 1	<u>Rate</u> \$2,000.00						
N 25 WISC 04/02/12 04/02/12 CBS Monday	9-10pm		:30		NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 04/02/12 04/08/12 1 1	<u>Rate</u> \$1,200.00				l		
Spot Ch Date Range Description	Start/End Time	Weekdays	Length	Rate	Type		
1 WISC 04/02/12-04/08/12 CBS Monday	9-10pm	M	:30	\$1,200.00	NM		
Credited							

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WISC-TV 7025 Raymond Road (608)271-4321

Madison, WI 53719

	Contract / Revision	Alt Order #	
	6087734 /	06087734	
Contract Dates	Product	Estimate #	
03/24/12 - 04/03/12	ROMNEY FOR PRES	SID	

Advertiser Original Date / Revision 03/23/12 / 03/23/12 **Political Various**

Column Chara Cha			Spots/		Tot	als
Start Date End Date Meekdays Spots/Week S1,200.00 S1,2		Start/End Time	Days Length Week Rate	Type S	pots	Amount
Week: 03/26/12 04/01/12 1			:30	NM	1	\$1,200.00
Start Date End Date Meck days Spots/Week Sate Spots Spot						
N 28 WISC 03/26/12 04/01/12 -1	N 27 WISC 03/27/12 03/27/12 CBS Tuesday	7-8pm	:30	NM	1	\$1,000.00
N 28 WISC 03/27/12 03/27/12 03/27/12 03/27/12 05 Tuesday						
Start Date End Date Weekdays Spots/Week Rate Section			:30	NM	1	\$1,300,00
N 29 WISC 03/28/12 03/28/12 CBS Wednesday Spots/Week Rate Section Start Date End Date Weekdays Spots/Week Rate Section Spots/Week Rate Section Spots/Week Rate Spots/Week	Start Date	Rate				* 1,200.00
N 30 WISC 03/28/12 03/28/12			.30	NIM	4	00,000
N 30 WISC 03/28/12			.30	INIVI		\$600.00
Start Date End Date Weekdays Spots/Week Flate Start Date Start Date End Date Weekdays Spots/Week Start Date End Date Start Date End Date Weekdays Spots/Week Spots/Week Start Date End Date Weekdays Spots/Week Spots/Week Start Date End Date Weekdays Spots/Week Spots/Wee		\$800.00				
Meek: 03/28/12			:30	NM	1	\$1,050.00
N 32 WISC 03/26/12 20/325/12 CBS Thursday 9-10pm 30 Start Date Meekdays CBS Thursday Spots/Week Rate S1,100.00 Start Date Meekdays O3/26/12 O3						
N 32 WISC 03/26/12			:30	NM	1	\$1,100.00
N 32 WISC 03/29/12 03/29/12 CBS Thursday 9-10pm :30						
Start Date End Date Weekdays Spots/Week Start Date Weekdays Spots/Week Start Date Start Dat			:30	NM	1	\$1,700.00
N 33 WISC 03/30/12 03/30/12 CBS Friday Spots/Week Rate S800.00 NM 1 \$800.00				0.500-0.5220		•
N 34 WISC 03/26/12 End Date Meekdays Spots/Week S800.00 Start Date End Date Meekdays Spots/Week S800.00 Start Date Sand Date Sand Date Sand Date Send Date Meekdays Spots/Week				N/10.4		# 000 00
N 34 WISC 03/30/12 03/30/12 CBS Friday 9-10pm :30 NM 1 \$800.00			:30	NM	1	\$800.00
N 35 WISC 03/26/12 03/24/12 03/24/12 Sat CBS Early Show Spots/Week Rate S50.00 Start Date Goldan Start Date	Week: 03/26/12 04/01/121 1					
Week: 03/26/12 04/01/12 1 1 \$800.00 N 35 WISC 03/24/12 of 03/24/12 of 03/24/12 of 03/24/12 of 03/25/12 of 03/		And the second second	:30	NM	1	\$800.00
N 36 WISC 03/31/12 03/31/12 Sat CBS Early Show 6-8am :30 :						
Week: 03/19/12 03/25/12 2- 2 \$50.00 N 36 WISC 03/31/12 03/31/12 Sat CBS Early Show Start Date Week: 03/26/12 03/26/12 Sat CBS Early Show G-8am :30 NM 2 \$100.00 N 37 WISC 03/26/12 04/01/12 03/24/12 News 3 at Six 6-630pm :30 NM 0 \$0.00 Start Date Week: 03/19/12 03/25/12 News 3 at Six 6-630pm :30 NM 0 \$0.00 Spot Ch Date Range Credited Description Start/End Time Veekdays Length Rate 2 WISC 03/19/12-03/25/12 News 3 at Six 6-630pmSa :30 \$150.00 NM Verdited 2 WISC 03/19/12-03/25/12 News 3 at Six 6-630pmSa :30 \$150.00 NM N 38 WISC 03/31/12 03/31/12 News 3 at Six 6-630pmSa :30 \$150.00 NM Veek: 03/26/12 04/01/122 2 2 \$150.00 NM 0 \$0.00	N 35 WISC 03/24/12 03/24/12 Sat CBS Early Show	6-8am	:30	NM	2	\$60.00
N 36 WISC 03/31/12 03/31/12 Sat CBS Early Show Start Date Weekdays Spots/Week So.00 Start Date Week So.00/26/12 04/01/12 Sat CBS Early Show Spots/Week So.00 Start Date Start Date Weekdays Spots/Week Week: 03/26/12 03/24/12 03/24/12 News 3 at Six 6-630pm :30 NM 0 \$0.00 Start Date Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISC 03/19/12-03/25/12 News 3 at Six 6-630pmSa- :30 \$150.00 NM Credited 2 WISC 03/19/12-03/25/12 News 3 at Six 6-630pmSa- :30 \$150.00 NM Credited Sulfactorial Start Date S						
Start Date End Date O4/01/12 O3/26/12 O3/24/12 O3/24/12 News 3 at Six O6-630pm Start Date Spots/Week O3/19/12 O3/25/12			:30	NM	2	\$100.00
N 37 WISC 03/24/12 03/24/12 News 3 at Six 6-630pm :30 NM 0 \$0.00 Start Date Week End Date Date Weekdays Spots/Week Spots/Week Pate Rate Spots Ch \$150.00 Spot Ch Date Range Description Start/End Time Weekdays Length Pate Rate Type Start/End Time Pate Start/End Time Pate Weekdays Length Pate NM NM Credited 2 WISC 03/19/12-03/25/12 News 3 at Six 6-630pm Sa :30 \$150.00 NM N 38 WISC 03/31/12 03/31/12 News 3 at Six 6-630pm :30 NM 0 \$0.00 Start Date Weekdays Date Weekdays Spots/Week Pate Rate Pate Pate Rate Pate \$150.00	Start Date End Date Weekdays Spots/Week	Rate	.00		-	Ψ100.00
Start Date End Date Weekdays Spots/Week Rate \$150.00						1
Week: 03/19/12 03/25/12 2- 2 \$150.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Type 1 WISC 03/19/12-03/25/12 News 3 at Six 6-630pm Sa :30 \$150.00 NM Credited N 38 WISC 03/31/12 03/31/12 News 3 at Six 6-630pm Sa :30 \$150.00 NM N 38 WISC 03/31/12 03/31/12 News 3 at Six 6-630pm :30 NM 0 \$0.00 Start Date End Date Weekdays Spots/Week Rate Rate Week: 03/26/12 04/01/122 2 \$150.00 \$150.00		•	:30	NM	0	\$0.00
1 WISC 03/19/12-03/25/12 News 3 at Six 6-630pmSa :30 \$150.00 NM Credited 2 WISC 03/19/12-03/25/12 News 3 at Six 6-630pmSa :30 \$150.00 NM Credited N 38 WISC 03/31/12 03/31/12 News 3 at Six 6-630pm :30 NM 0 \$0.00 Start Date End Date Weekdays Spots/Week Rate Week: 03/26/12 04/01/122 2 \$150.00	Week: 03/19/12 03/25/122- 2	\$150.00				
Credited 2 WISC 03/19/12-03/25/12 News 3 at Six 6-630pm Sa :30 \$150.00 NM Credited N 38 WISC 03/31/12 03/31/12 News 3 at Six 6-630pm :30 NM 0 \$0.00 Start Date End Date Weekdays Spots/Week Rate Week: 03/26/12 04/01/12 2 2 \$150.00 Size Siz						
Credited N 38 WISC 03/31/12 03/31/12 News 3 at Six 6-630pm :30 NM 0 \$0.00 Start Date Week: 03/26/12 04/01/12 04/01/12 04/01/12 05/01/12 04/01/12 05		0-030pm	3a50 \$150.00	IVIVI		
N 38 WISC 03/31/12 03/31/12 News 3 at Six 6-630pm :30 NM 0 \$0.00 Start Date End Date Weekdays Spots/Week Rate Week: 03/26/12 04/01/122 2 \$150.00		6-630pm	Sa :30 \$1 50.00	NM		
Start Date End Date Weekdays Spots/Week Rate Week: 03/26/12 04/01/12 2 2 \$150.00		0.000000	.20		0	CO 00
AND THE PARTY OF T			:30	MIVI	U	\$0.00
Spot Un Date Hange Description Start/End I Ime Weekdays Length Hate I vpeI	Week: 03/26/12 04/01/122- 2	\$150.00	Washing Lawrin 5	_		
1 WISC 03/26/12-04/01/12 News 3 at Six 6-630pmSa :30 \$150.00 NM				<u>Type</u> NM		
Credited	Credited		5α .50 ψ1 00.00	, ,,,,,		
2 WISC 03/26/12-04/01/12 News 3 at Six 6-630pmSa :30 \$150.00 NM Credited		6-630pm	Sa :30 \$1 50.00	NM		
N 39 WISC 03/31/12 03/31/12 News 3 at 10 10-1035pm :30 NM 2 \$600.00		10-1035pm	:30	NM	2	\$600.00

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WISC-TV 7025 Raymond Road Madison, WI 53719 (608)271-4321

Contract / Revision Alt Order # 6087734 06087734 Contract Dates Product Estimate # 03/24/12 - 04/03/12 ROMNEY FOR PRESID

Advertiser Original Date / Revision 03/23/12 / 03/23/12 **Political Various**

		Spots/	Т	otals
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 2- 2	<u>Rate</u> \$300.00			
N 40 WISC 03/24/12 03/24/12 News 3 at 10	10-1035pm	:30	NM 2	\$600.00
Start Date	<u>Rate</u> \$300.00			
N 41 WISC 03/25/12 03/25/12 CBS Sunday Morning	8-930am	:30	NM 2	\$500.00
Week: 03/19/12 End Date 03/25/12 Weekdays2 Spots/Week	<u>Rate</u> \$250.00			
N 42 WISC 04/01/12 04/01/12 CBS Sunday Morning	8-930am	:30	NM 2	\$500.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 03/26/1204/01/1222	<u>Rate</u> \$250.00			
N 43 WISC 04/01/12 04/01/12 Face the Nation	930-10am	:30	NM 0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 03/26/12 04/01/121 1	<u>Rate</u> \$200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate		
1 WISC 03/26/12-04/01/12 Face the Nation Credited	930-10am	- Sı :30 \$200.00	NM	
N 44 WISC 03/25/12 03/25/12 Face the Nation	930-10am	:30	NM 0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 03/19/12 03/25/121 1	<u>Rate</u> \$200.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISC 03/19/12-03/25/12 Face the Nation Credited	930-10am	St :30 \$2 00.00	NM	
N 45 WISC 04/01/12 04/01/12 For the Record	10-1030am	:30	NM 1	\$10.00
Start Date End Date Weekdays Spots/Week	Rate	.00	,	\$10.00
Week: 03/26/12	\$10.00	.20	NIM 1	\$25.00
Start Date End Date Weekdays Spots/Week	10-1030am <u>Rate</u>	:30	NM 1	\$25.00
Week: 03/19/12 03/25/121 1	\$10.00			
N 47 WISC 04/01/12 04/01/12 News 3 at 530 Start Date End Date Weekdays Spots/Week	530-6pm Rate	:30	NM 2	\$400.00
Week: 03/26/12 04/01/122 2	\$200.00			
N 48 WISC 03/25/12 03/25/12 News 3 at 530 Start Date End Date Weekdays Spots/Week	530-6pm Rate	:30	NM 0	\$0.00
Week: 03/19/12 03/25/122 2	\$200.00			
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISC 03/19/12-03/25/12 News 3 at 530	Start/End Time 530-6pm	<u>Weekdays Length Rate</u>	·	
Credited Creditation	330-opm		14101	
2 WISC 03/19/12-03/25/12 News 3 at 530 Credited	530-6pm	St :30 \$200.00	NM!	
N 49 WISC 03/25/12 03/25/12 CBS Sunday	6-7pm	:30	NM 1	\$1,400.00
Start Date End Date Weekdays Spots/Week Week: 03/19/12 03/25/12 1 1	<u>Rate</u> \$1,500.00			
N 50 WISC 04/01/12 04/01/12 CBS Sunday	6-7pm	:30	NM 1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 1 1	<u>Rate</u> \$1,500.00			
N 51 WISC 03/25/12 03/25/12 CBS Sunday	7-8pm	:30	NM 1	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 03/19/12 03/25/12 1 1	<u>Rate</u> \$1,500.00			
N 52 WISC 04/01/12 04/01/12 CBS Sunday	7-8pm	:30	NM 0	\$0.00

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WISC-TV 7025 Raymond Road Madison, WI 53719 (608)271-4321

Contract / Revision Alt Order # 6087734 / 06087734 Contract Dates Product Estimate #

ROMNEY FOR PRESID

Advertiser Original Date / Revision 03/23/12 / 03/23/12 **Political Various**

		Spots/		Tot	als
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type S	pots	Amount
Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/12 1 1	<u>Rate</u> \$1,500.00	Washing Land	T	Made in mai	-
Spot Ch Date Range Description 1 WISC 03/26/12-04/01/12 CBS Sunday Credited	Start/End Time 7-8pm	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u> NM		
N 53 WISC 03/25/12 03/25/12 CBS Sunday Start Date End Date Weekdays Spots/Week	8-9pm Rate	:30	NM	0	\$0.00
Week: 03/19/12 03/25/121 1 Spot Ch Date Range Description	\$900.00 Start/End Time	Weekdays Length Rate	Туре		
1 WISC 03/19/12-03/25/12 CBS Sunday Credited	8-9pm	Si :30 \$900.00	NM		
N 54 WISC 04/01/12 04/01/12 CBS Sunday <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 03/26/12 04/01/121 1	8-9pm <u>Rate</u> \$900.00	:30	NM	0	\$0.00
Spot Ch Date Range Description 1 WISC 03/26/12-04/01/12 CBS Sunday	Start/End Time 8-9pm	Weekdays Length Rate St :30 \$900.00	<u>Type</u> NM		
Credited N 55 WISC 04/01/12 04/01/12 CBS Sunday	9-10pm	:30	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 03/26/12 04/01/121 1				Ü	Ψ0.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate			
Credited	9-10pm	St :30 \$800.00	NM		
N 56 WISC 03/25/12 03/25/12 CBS Sunday <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 03/19/12 03/25/121 1	9-10pm <u>Rate</u> \$800.00	:30	NM	1	\$650.00
N 57 WISC 04/01/12 04/01/12 News 3 at 10 Start Date End Date Weekdays Spots/Week Week: 03/26/12 04/01/122 2	10-1035pm <u>Rate</u> \$800.00	:30	NM	2	\$1,600.00
N 58 WISC 03/25/12 03/25/12 News 3 at 10 Start Date End Date Weekdays Spots/Week Week: 03/19/12 03/25/122 2	10-1035pm <u>Rate</u> \$800.00	:30	NM	2	\$900.00
N 59 WISC 03/31/12 03/31/12 Final Four	5-10pm	:30	МИ	2	\$4,000.00
Week: 03/26/12 04/01/12S- 2	Rate \$2,000.00				
N 60 WISC 04/02/12 04/02/12 Championship Game Start Date End Date Weekdays Spots/Week Week: 04/02/12 04/08/12 M 1		:30	NM	1	\$3,000.00
N 61 WISC 03/25/12 03/25/12 Badger Sports Start Date End Date Weekdays Spots/Week Week: 03/19/12 03/25/125 2		:30	NM	2	\$1,000.00
N 62 WISC 04/03/12 04/03/12 M-F News Replay Start Date End Date Weekdays Spots/Week Week: 04/02/12 04/08/12 -T 1	9-930am <u>Rate</u> \$25.00	:30	NM	1	\$25.00
N 63 WISC 03/24/12 03/24/12 Regional Final Start Date End Date Weekdays Spots/Week Week: 03/19/12 03/25/12S- 2	130-10pm <u>Rate</u> \$1,000.00	:30	NM	2	\$2,000.00
		Totals		122	\$49,515.00

03/24/12 - 04/03/12



WISC-TV 7025 Raymond Road Madison, WI 53719

(608)271-4321

Contract / Revision Alt Order # 6087734 06087734 Product Contract Dates Estimate # ROMNEY FOR PRESID 03/24/12 - 04/03/12

Advertiser Original Date / Revision 03/23/12 / 03/23/12 **Political Various**

					Spots/		Tot	als
*Line Ch Start Date	End Date De	scription	Start/End Time	Days	Length Week	Rate	Type Spots	Amount
		9			SACTO BEEN OF TO			100
Time Period	# of Spots	Gross Amount	Net Amount					
02/27/12 -03/25/12	16	\$8,135.00	\$6,914.75					
03/26/12 -04/03/12	106	\$41,380.00	\$35,173.00					
Totals	122	\$49,515.00	\$42,087.75					

Signature:		Date:		
			-	